Subscription model

FINANCIAL MODELING

LECTURE SUMMARY

Covered in this lecture:

How the subscription model works

- **How it works: The user pays a regular amount of money every month to use the product or service**
- It might start off as free and then a percentage of the users become paid subscribers
- You can have a single subscription model or multiple subscription plans, where the customers get different services depending on how much they pay
- If you have multiple subscription plans, you have to model out each one of them

See you next lecture!